

## Study on Flow and Symbolism of Elvis Aaron Presley Fashion

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**Abstract** Cultural sensation by appearance of Elvis Aaron Presley is thought to have been greatly influenced by spread of popular culture beginning to form with the development of mass media in U.S.A that was changed rapidly after the war, changing aspect of popular music in U.S.A through the media development and teenager culture of U.S.A that has rapidly emerged. Elvis intended to change into 'music to be seen' deviating from 'music to be simply listened to' with expressing the conversion of sexual consciousness, defiance to older generation and a sense of value on wealth, and the like, and also suggested a new culture and style to the young people at that time.

Flow of Elvis's fashion may be categorized into the classifications such as the fashion in the period. First, Formative period(before 1954) distinguished by pimp look and sideburns with tough image and wild clothes. Second, Establishment period(1954-57) may be categorized into the hot rockabilly style which showed a glittering fashion by brilliant and colorful costumes, the cool rockabilly style which changed him to a fashionable star of modern image(1958-60). Third, re-heyday(after 1968) where a brilliant and bold decoration was displayed.

In Elvis fashion, the masculine sensualism, defiance to main value and expression of luxury and consuming culture, etc. are included as a unique aesthetic consciousness.

'Expression of masculine sensualism' represented the sensualism through sexual objectification of men's body by men's sexual ostentation which was prohibited.

'Defiance to main value' means that attempts of non-mainstream image for social class are expressed with an exercise of power by young people through the public.

Although the Elvis look has formed an anti-culture, it was expressed and accepted as having a normally capitalistic appearance. In addition, it being thought of as the standard, symbolizing a success and a wealth through the presentation of image which accepted this material benefit, we may classify this into 'expression of luxury and consuming culture'.

**Key words** Elvis Aaron Presley, Elvis Fashion, Star Fashion

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***Introduction***

As George Melly said in his book, "Revolt into style" that "Pop culture grasps the spirit of the times and changes it into the things, music, fashion and activity", the pop and fashion have been inseparably related. Therefore, we can find easily the examples that a new fashion style was created and a new vogue was derived from pop until now.

In the examples, the fashion style which the stars wear play the role to lead the public fashion, as the stars being the center that collects the public concern, with offering the design inspiration in fashion besides.

Since Elvis Aaron Presley (1953.1.8 - 1977.8.16) appeared in the middle of 1950s when the popular culture of U.S.A began to exercise the great power all over the world, he was regarded as a star, symbolizing the pop culture, mass media and teenager culture of U.S.A. The rock'n roll and dance affected by the music of Blacks sent the young people into a frenzy, forming a large product market of rock'n roll. In particular, he presented a new fashion style in the society of that time and this has continued as the name, 'the Elvis look' until now when 50 years have passed.

However, seeing the studies so far achieved, Elvis Aaron Presley was handled only partially in the study of star fashion in pop music and entertainment, in the study of subculture costumes and in the study of make-up and hair-style, etc. Therefore, the present study aims to focus on the meaning of Elvis Aaron Presley's fashion in modern era by analyzing periodical changes of his fashion. Also, the researcher intends to highlight importance of Elvis Aaron Presley's fashion to present preliminary data to be used in entertainment business and celebrity fashion marketing that attract recent urge of interests.

For a study method, this study covers the period from the year, 1954 when Elvis made his debut till the time just before his death in the year, 1970 as the study scope. In addition, the books and theses of which the contents are about Elvis were used as data, and the DVD's containing his performance video were used as reference for visual analysis.

***General consideration*****Background of the times**

In the 1950s, the background that Elvis appeared and affected a great influence on the culture and fashion of that time is as follows.

First, we can enumerate the progress of U.S.A mass media and the spread of mass media thereupon. In popular culture of U.S.A that made him a world star, the 1930s and the 1940s were the initial settlement periods, when the 'mass' and 'culture' was combined for the first time, and the word 'mass culture' was used in general. During this period, the radio media enjoyed the golden age and the TV, a new broadcast media appeared in the middle of 1950s.

TV had more influence and importance than any other media before. And with the success of commercial TV in U.S.A, the manufacturing experience of Hollywood and advertisement increase in domestic demand and export market, and the like offered an opportunity which enabled the U.S.A TV to grow as worldwide media. With this, the Hollywood movies which have grown since the

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1930s grew up as the multinational corporations of monopoly and oligopoly by huge companies which are based on the big studio and financial capital of wall street. Likewise the mass media of U.S.A progressed at that time changed their lives with becoming a part of American life. and also the fashion of stars spreaded to whole area, making a nationwide fashion.

Second, It should be pointed out that the pop music of U.S.A became visualized by the media development. The pop music is understood and played for a great number of people and it is not the music targeting for any specified minority. and it has the prerequisites that listening to music is possible almost without theory and training

And, the pop music can be heard without any trouble or efforts, as the basic objective of pop music is for relaxation and recreation. The characteristics like this played a decisive role in spreading the country & western music rapidly, as the music for audience without regard to the places in U.S.A . After that, the pop music progressed from radio live broadcasting to radio transcription, TV transcription and music video, etc. owing to the development of recording technology. Thus, the concept of music itself was changed and expanded to include the various kinds of sensuous and cultural experiences in internal matters in addition to the hearing which is believed to be the indigenous feature of music genre. The music emerged at that time was nothing less than rock'n roll, mixing the dance in music, and Elvis who sings for female audience constructed the image of the most perfect rock'n roll star having the visual stimulation as well as music.

Third is the growth of teenager culture in U.S.A. After the war in U.S.A, the economic development and capital accumulation has accelerated and the consumerism society has come in with all goods being abundant owing to science progression and technology advancement. In this situation, as the teenagers also getting the purchasing power in a degree, they hoped to have their own culture. They, belonging to the baby boom generation, began to affect a great influence on the culture by the large increase/decrease of population and formed an independent culture with expressing their identities with the word of 'Youth', For example, they thought of James Dean and Marlon Brando as idols, who acted the role of young people who had many complaints, and were isolated in the movies, 'Resistance Without Reason' and 'Water Front'. These images in the movies presented a standard in the formation of teenager's culture and greatly effected the defiant images of rock'n roll. In particular, the commercial characteristics of gesture and appearance of the rock'n roll singers stimulated the sensibilities of teenagers and they intended to express an intensity of youth such as 'sexual revolution' and 'visual realization of sex' through rock'n roll. The central figure was Elvis. He made the audience of young people run wild and enthusiastic through the rock'n roll affected by Black music and florid dance. The teenagers who had much income at that time spent their money in purchasing the records and seeing the movies and their consumption promoted the development of movie and record industry. And a large scale of product markets such as rock'n roll music and fashion were formed.

### **Growth and main activity of Elvis**

Elvis, born in topello, Mississippi in 1935 grew up, listening to songs and anthems mixed with Black spirituals, blues, and Africa folk songs as if they were the symphonies, from his childhood, keeping close to his mom who worked with the blacks in cotton fields. After growth, driving a truck, he began to sing like the Blacks with accent of the Blacks, with a longish hair, and nice

dresses, making a strange smile. He made his debut in 1954 by Sam Philips, president of Sun Record who took a notice of his wild and vulgar motion.

The first single album made by philips, 'That's All Right(1954. 7)' was accepted big reaction. After that, he contracted with RCA-Victor in 1955. Also, 'Heart break Hotel(1956)', 'I Want You, I Need You, I Love You(1956)', 'Don't be Cruel(1956)', 'Love Me Tender(1956)', 'All Shook Up(1957)', 'Jailhouse Rock(1957)' had billboard weekly pop single chart NO.1. Specially, singing 'Hound Dog(1956)', 'Blue Suede Shoes(1956)', 'Heart break Hotel(1956)', his shaking hip had culture meaning like atom decomposition and bulb development. That is, he was a first white man who expressed sex through lyrics and shaking hips and it was 'visual realization.' Since Elvis, rock music had sexual feathers on the music of lyrics and gesture-beat that directly causes physical reaction.

In the 1950, rock'n roll that shake the whole of U.S.A. rapidly decayed by military of Elvis. Besides, the older generations such as church and the others suppressed rock'n roll and Negro music through opinion that rock'n roll of Negro music degrades white young.

**Table 1.**  
Elvis and Historical backgrounds

	Elvis Presley	Mass Culture	Pop Music	Teen Culture
1980	77' Death			
1970				70s Skin Heads Punks
1960	60' ~Shoot a Movie & Concerts 60's Discharge	60s 3C era -Color TV, Car, Cooler	60s Bluegrass Rock Movement -Folk : Protest Song	60s Mods Rockers Hippeis
1950	58' King Creol' opening 58' Joing th army 56', 57' Billboard weekly pop Single Chart Number 1 'Heart Break Hotel', etc 55' Contract with RCA in November 54' Released his debut Album in July 54' Have an audition in June	50s TV's heyday 50s Prevalence of TV	50s "Cool" Jazz "Third Stram" Jazz Rock'n Roll	50s Beatniks Rock'n Roll Teddy boys
1940		40s The Golden Ages of Radio 39' The advent of TV 30s~40s Become estab- lished mass culture	40s "Bop" Style Jazz Country-Western Country Blues	40s Zootie Style Bikers Style
1930	35' Birth on January 8	30s Development of Holywood movies	30s Big Band Jazz Honky Tonk	
1920		20' First broadcast of Radio	22' First Country Music 25' Grand Ole Opry 20s Blues	

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place, 'emperor of rock and roll' of Elvis who had best popularity gradually shook by appearance of super stars such as Beatles of the 1960, ABBA, Deep Purple and Led Zeppelin. Elvis who depended on alcohol and drugs was discovered as fallen state on 1977.8.16 at his house in Memphis, U.S.A Tennessee. Though he was moved to hospital, he was died as 42-year-old at that time.

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### ***Flow of Elvis fashion***

#### **Formative period ( -1954)**

In the beginning of 1950, before formal debut of Elvis, teenagers of U.S.A grown to powerful country by end of the Second World War was raised as independent consumer. Thus, subordinate culture of true meaning was started. Specially, fashion of them was progressed by large relation with rock music and rock'n roll and its fashion was spread to people.

Also, image of young man, rebel was spread on Hollywood movie and Marlon Brando of 'The Wild One(1953)' visually expressed defiance through leather jacket, blue jean and auto bike boots. This was shown to teenagers by trend of old jean, t-shirt which is torn, short hair style and boots.

Elvis had big interest to fashion, too. He grown hair at high school time and was wearing wild cloths which stands shirt's wire. Also, he had his hair permanent in house and was wearing black pants having pink line instead of jean and pimp look of black and pink. Specially, Elvis payed careful attention to hair style and had a D.A hair style(duck ass or duck's tail hair style) by combing clearly each side of hair to backside by Tony Curties and Marlon Brando who played tough guy. Like this, Elvis made own style through observation of expression and style of defiant character of Hollywood movie.

Dress of the time that sun record made his first demo tape was wet khaki clothes by sweat, hair drawn back to backside by oil and whiskers. Short whiskers symbolized truck drive, work before his debut and released his masculine magnetism. And, it was trademark symbolizing Elvis with D.A hair style through imitation of other singers and boys at that time.

#### **Establishment period (1954-1960)**

Rocker billy is initial form of rock and roll of adding Negro music and country and reached its peak in the middle of 1950. It is main form of man and main man were Carl Perkins and Elvis. Elvis who appeared like comet in 1954 was called (The Hillbilly Cat). Hillbilly is 'the south inheritance' blocked from 'Negro' culture, poverty and white men. But, 'cat' is a concept connected directly to 'hip cats' of black jazz tradition. Therefore, south hippsters, rocker billy is a combination of other matters of white culture and black culture and Elvis, leader of rocker billy style make young people crazy through rock'n roll and fantastic dance which are effected from Negro music.

At that time, young people, workers of industry site pursued dress which prevents exposure of financial need and physical work through rocker billy style and paraded social success through the dress. So, fabrics of white and pastel tone, diamond decoration, typing, embroidery, stitch and patch were used on their dress. Also, jacket having drop waist, shirts carving embroidery on big shirts color and pants of peg form were most forms. Shoes had white, two-tone and blue sweat having stitch.

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Down dress on the contrary up dress has main dress of old denim work jacket, blue jean and boots. In the 1957, Elvis acted in movie in this jacket, jean and boots.

*Hot Rockabilly style(1954~1957)*

When Elvis initially appeared on Ed Sullivan Show, best popular TV program of U.S.A, his activity singing with shaking hip was considered as crime. So, Elvis and most rock'n roll singers of the time choose formal dress in order to be accepted to older generation and wealth who require prevention of rock'n roll. Thus, stars's fashion of the time was isolated in formal style and they expressed personnel image through change material and decoration of suit. After that, stars use separates expressing more own sense than suit by spread of separates on man's fashion. Shirts expressed sporty sense through turn up style. This was the most useful shirts to Elvis and one of the most popular style of the 1950 as worker fashion.

At that time, Elvis was mostly wearing colorful dress. For example, he was wearing jacket of orange piping in accordance with black pants in performance at Texas brecanleage high school. Also, country music singer, Bob Luman remembered that 19 years old, Elvis was wearing red pants, green coat and pink shirts and socks on Texas Kilgore performance. Like this, because he preferred bright and colorful dress, specially pink dress, he was much wearing pink suit on performance and had coordination of strong color. In the 1955, he was wearing brown blond hair, bright double suit and red tie. The next year, he was wearing bright green and red sports jacket, blue pants, red socks, white leather shoes, black oiled hair and eyes with mascara.

Most of colorful clothes that he was wearing at that time, was manufactured at Lansky Brothers of memphis bill(picture 1,2) and one of them is a 'big shirts'.

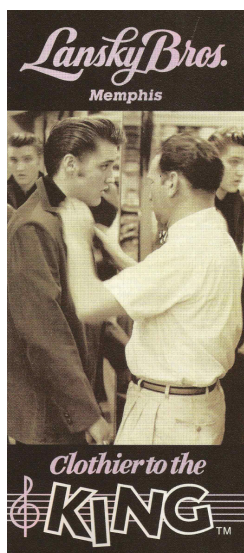
This is velvet material of large size and form having ballon sleeve. It was made from dark green and black color(picture 3). Elvis was wearing this with peg pants and enamel boots.

Also, Elvis frequently wore silk suit and shark skin jacket and glittery fashion. For example, he worn gold dinner jacket at 1956's performance and at Detroit performance in 1957.3, he appeared in 2500 dollars suit with gold thread and gold tie, lace and golden guitar. Also after 1960s, his preference for gold color continued, and he wore a gold-colored dinner jacket and the lame shirts of gold color in the performance in 1965.

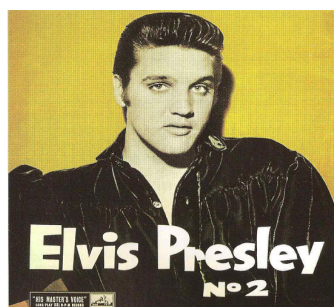
The gold suit was considered as symbol of success and wealth. The most famous dress was 24carrots, gold lame suit on '50 million Elvis fans can't be wrong cover. This was dress that was decorated with line stone and artificial jewelry by Nudie Cohn, Hollywood tailer when he just ended military. Nudie made continuously Elvis's suit after the 1950.

*Cool rockabilly style(1958~1960)*

After that, Elvis wanted new change instead of previous image. This his think was realized through specialization through spread of new trend by appearance of new singers, death of mother, value change during military and Paris trip. In this matter, Elvis choose modern image instead of previous colorful style of continent. Tight pants continent, sweater emphasizing shoulder and hair of middle length controlled with hair spray effected to his style sense. After the 1959, black dying like



**Picture 1.**  
Elvis & Lanskys  
Paul Gorman (2001).  
*The Look. Sanctuary,*  
p. 17.



**Picture 2.**  
Elvis wearing Lanskys's velvet  
blouson Shirts Paul Gorman  
(2001).  
*The Look. Sanctuary,* p. 19.



**Picture 3.**  
Elvis's 'big shirt' Paul Gorman  
(2001).  
*The Look. Sanctuary,* p. 20.

darkness was his trade mark. In the 1961, appearance of him on interview with Parsance in comparison with initial interview in 1956 perfectly changed by normal sports coat, dark pants, one color shirts and black shoes.

This change of Elvis was soon sent interest of media and most was positive reaction. In the 1960, Elvis was valued as a smart dresser by best dressers such as Frank Synatra, William Holden and Peter Rawford. At this time, Elvis was frequently wearing dress of Nudie Cohn who made his goldrame suit and it was a form of Elvis visual style.

### **Re-heyday(1968- )**

In the 1968, he had gap of music for a long time by movie appearance. So, he needed to new style which attracts attention of audience. At that time, choice of Elvis was suit of black leather jean style of clean line designed by Bill Bele of IC Costume Company who offered him attention and casual wear and it was his main style. Jacket of stand up color and black leather pants of double buckle belt are collected attention with pelvis. By the dress, Bill Belew started designer of Elvis.

At that time, many dresses offered by IC Costume Company accepted inspiration from style

made by Lanskys for Elvis. Most dresses had black jacket with red leatherpocket flap and button of Lanskys or casual shirts with cuffs having elasticity and colorful color with long and hawk wire. In them, main thing was red coat of wool that Elvis was mainly being worn by Elvis who was fatness in 1974 and this had line of red satin, black per color and separation cape.

His choice dress was jump suit at success of Elvis.(picture 4). In 1969.7, Elvis changed his style to karate uniform for performance at intercontinental hotel, Las Vegas. One design was black hair and other things are shirts, pants and jump suit which has function of strongly gesture. In the 1970, he dressed up with jewelry and worn white jump suit fitted on body with deep neck line. Until this time to Elvis's death, Bill Below designed jump suit with totem image with black and orange stripe tiger, maya calendar, Aztec pyramid and rainbow and abstract pattern.(picture 5)

This jump suit symbolizing Elvis of the 1970 and trumpet pants of his used 100% wool ga-bardine like race suit of skater. Dress of 'American eagle appeared by Elvis's idea that adding suit attracting attention by direct wire accepted sense from Napoleon , button and jewelry and Hawaiian style is good. This was decorated eagle with large jewelry on front of white background and equiped cape on backside. This has been leaved the most famous thing of his concert dress with black leather suit(picture 6) until now.

Elvis was usually wearing cape with jump suit.(picture 7). He was wearing jump suit and kape of high color and white lines tone decoration as stage dress at 1972's concert and this dress was made by Hollywood costume-maker, Bob Mackie. After this, jump suit of Elvis was fashionable item and gave designers sense.



**Picture 4.**  
Fist Jumpsuit of Las Vegas Hilton Hotel concert Paul Gorman (2001).  
*The Look. Sanctuary,*  
p. 21.

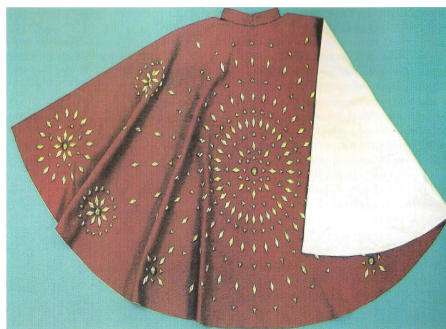


**Picture 5.**  
Jumpsuit with Golden stitches Concert in 1977's image





**Picture 6.**  
Elvis's Black Leather suit Comeback Special's image (1968)



**Picture 7.**  
Elvis's cape by designer Bill Belew Paul Gorman (2001). *The Look. Sanctuary*, p. 22.

**Table 2.**  
Flow of Elvis fashion

Period	image	item	Details	
Formative period (- 1954)	<ul style="list-style-type: none"> <li>· Tough image</li> <li>· Wild image</li> </ul>	<ul style="list-style-type: none"> <li>· Pimp look</li> <li>· Stickup shirts</li> </ul>	<ul style="list-style-type: none"> <li>· Pink color</li> <li>· Sideburn</li> <li>· D.A Hairstyle</li> </ul>	
Establishment period (1954-1960)	Hot Rockabilly style (1954~1957)	<ul style="list-style-type: none"> <li>· Masculine image</li> </ul>	<ul style="list-style-type: none"> <li>· Colorful &amp; Conspicuous Costumes(Contrast color coordination)</li> <li>· Lansky's costume</li> </ul>	<ul style="list-style-type: none"> <li>· Green, Pink, Red, gold colors</li> <li>· Silk, Sharkskin textiles</li> <li>· Gold lame textiles</li> <li>· Glittering textiles</li> <li>· Use of mascara</li> </ul>
	Cool Rockabilly style (1958~early 1960)	<ul style="list-style-type: none"> <li>· Modern image</li> </ul>	<ul style="list-style-type: none"> <li>· Nudie Cohn's costume</li> <li>· Change into a Fashionist</li> <li>· Plain coat</li> <li>· Landistic tight pants</li> <li>· Sweater emphasis on shoulder</li> </ul>	<ul style="list-style-type: none"> <li>· Dark &amp; Dull tone</li> <li>· Black hairstyle</li> </ul>
Re-heyday (1968 - )	<ul style="list-style-type: none"> <li>· Showy image</li> </ul>	<ul style="list-style-type: none"> <li>· Bill Belew's costume</li> <li>· Jumpsuit</li> <li>· Cape</li> </ul>	<ul style="list-style-type: none"> <li>· Black leather</li> <li>· inestone adornment</li> <li>· Bold adornment</li> </ul>	

### ***Symbolism of Elvis Fashion***

Elvis Aaron Presley distinguished himself with unique aesthetic consciousness from previous pop stars by presenting identities, values, and social aspect of then young generation. It is considered that his fashion implicates following three symbolic meanings according to mentioned changes in Elvis looks.

### **Expression of masculine eroticism**

Man emphasized sexuality through body exposed of oneself, dress and style by acceleration of modern spending culture, too. So, woman made man's body as sexual objective because woman gazes man as main agent by demolition of traditional concept that woman is gazed objective for sufficiency of man's desire. This is expression of eroticism added with narcissism of man.

The instinct of sensualism which deviated from rational, realistic, authoritative mainstream stands out in sharp relief among young generations. Face-saving or authoritarianism valued by masculinity in established society shall be vehemently denied, all the more, the obsession to the forbidden desires dismissed by older generation as "not decent" occasionally explodes through an idol of public. The visual sensation exposed through the combination of the inside of pop idol himself and the desire of the mass of people consolidates the control over the mass again separated from taboos of adult generation.

Pursuit of sexuality of Elvis was main accident called as root of sexual revolution in terms of exposure of sexual ostentation of man that was thoroughly prevented in comparison with woman's organic in man's society. Short jacket, tight pants, leather suit and jump suit are dresses that gesture shaking hip of Elvis was most effectively indicated. People were made the audience wild with enthusiasm to sexual dress and choreography and masculine organic was indicated by this. Specially, since the 1960, main jump suit of Elvis was more tight than previous time and style opening chest.

Through luxury necklace, chest hair was emphasized and hip and pennies were emphasized by tight pants and bright belt.

Like previous description, organic exposure method of Elvis look was mainly three. Those are direct exposure of body, indirect exposure of body through tight dress and attracting sexual image through strong gesture.

The new york times blamed Elvis's motion shaking cheap to 'vulgar strip show' on Add Sullivan show and 'Music journal' blamed Elvis's sing that it was full of sad moaning and attracting lyrics offering indirect sexual experience. Expression of masculine eroticism extended on Elvis's fashion means resistance to challenge and moral and habitual value to main people of society by regulation.

### **Expression of defiance to mainstream value**

Black culture reflected in 1950's rock and roll only represents the formality of black culture rather than the overall problem awareness of race issues. However, black culture and consciousness influenced to the social flow and black civil right movement in 1960's by appealing favorable to the white and absorbed by them with the means of popular music. Elvis Presley expressed the black sentiment which was considered as low class by moves of body shaking, vocal method inspired by spirituals, glittering costumes, and details of zoot suit. Therefore, he made the black sound and gestures more common and expanding black culture to mass culture which struck a blow on the ruling caste.

In one instance, as then adult generation suppressed rock and roll and black music altogether claiming that the rock and roll of black people corrupted the white young people, Elvis decided to introduce calm style to supplement the radicality of rock and roll. Costumes in this era are modern style costumes fall under the category of rockabilly style during establishment stage of Presley style

as mentioned before.

At that time that teenager's culture did departure and resistance from older culture, pop music stars also presented new alternative culture through their possession and activity form. And, these was considered as exit of public gone out from ruling circles.

Elvis, white person of worker of slum had everything like symbol of Mainstream of the U.S.A society. For example, most styles such colorful dresses effected from Negro culture, more twinkling accessory, very sexual clothes, hair style and whiskers emphasizing suggestive thing of Elvis were bad to good guys required to teenagers from main society.

These attempts of non-main current images to society of Elvis are expressed as one power use of young people through main-current of public.

### Expression of extravagance and spending culture

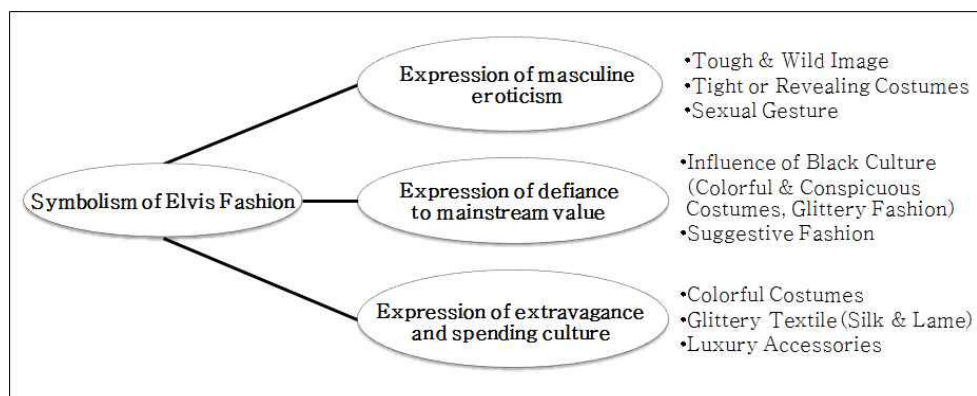
Wealthy after the second world war were main cause giving noise to young culture. Long economic prosperity after war rapidly raised material wealthy and parents generation suffering hardship at the Depression made spending culture of children. Surplus income of parents effected to spending character and style of popular culture because it raised purchasing power of young people. Specially, commercialization of rock'n role was done through selling of product using name and photo of the star.

Luxury clothes of Elvis was represented contradiction of rock'n roll and young people concentrating to spending and luxury product. Like previous description, though rock'n roll formed non-culture to older society, it was accepted to white wealth young people and expressed as extremely capital appearance on style.

Elvis's fashion is accepted as symbolizing success and wealth through image accepting this material advantage and silk suit and gold lame clothes are main.

Specially, obsession of Elvis to gold lame suit worn by him after the 1956, gold dinner jacket,

**Table 3.**  
Symbolism of Elvis Fashion



gold lame shirts and twinkling gold were lasted for a long time.

Same open, clothes of bright color with jewelry, vivid color and contrast effect, beads and mirror, bold decoration of line stone and settlement of luxury accessories were noticed not only wealth young people but also worker wanted to show off success and wealth.

### **Conclusion**

Until now, meaning of his fashion in modern fashion shed by analyzing change of Elvis fashion. The study result is next.

Elvis appeared through spread of public culture formed by progress of U.S.A mass media changed rapidly after war, visualization of U.S.A pop music through media progress, effect of U.S.A teenager culture indicated rapidly. After that, Elvis changed from 'listening music' to 'seeing music' and presented new culture and style to young people.

Elvis's fashion is divided into formative period of style which is distinguished by pimp look and sideburns with tough image and wild clothes (before debut), hot rockabilly style which showed a glittering fashion by gallant and colorful clothes of style establishment period(1954-57), cool rockabilly style which changed him to a fashionable star of modern image(1958-60) and style re-hey-day(after 1968) which was shown a gallant and daring decoration.

Elvis fashion are masculine sensualism, defiance to main value and expression of luxury spending culture. 'Expression of masculine sensualism' shows sensualism through sexual objectification of men's body by men's sexual ostentation which was prevented. 'Defiance to main value' means that attempts of less mainstream image to social scale is expressed in one power use of young people through public. Though elvis look formed non-culture, it was expressed and accepted as extremely capitalistic appearance. Also, it was accepted as standard of success and wealth through image presentation accepting this material benefit and this is divided into 'expression of luxury and spending culture'.

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